



Global Communication for a Global Community

Particle Physics Communication Conference

XVII^{me} Rencontres de la Vallée D'Aoste

March 2003

Judith Jackson, Fermilab

La Thuile 2003



- Thanks to conference organizers for inviting particle physics communicators to La Thuile
- A unique group of people and a unique opportunity to think about strategic communication for particle physics

**Les Rencontres de Physique
de la Vallée d'Aoste**



We're all in this together.



- Particle physics today is a worldwide collaboration.
- The discoveries of the future will require still greater collaboration among laboratories, among nations and across the fields of physics.
- For the science of particle physics to succeed, we must all succeed. We will live or die by our capability for international collaboration.

Global communication for global particle physics



- In the field of particle physics, most communication resources are concentrated at the labs: mission, budget, professional staff, expertise, continuity.
- Collaboration among laboratories in particle physics communication is critical to the future of our field.
- We can use resources more efficiently, avoid parallel efforts, make the most of opportunities.
- Learn from each others' successes—and mistakes.

Global particle physics communication



- Strengthens our current worldwide program.
- Is critical for our future.
- For a large-scale facility to be built and operated somewhere in the world, our field's ability to communicate as one will be essential.
- For our vision to become reality, communication needs to change now.

Beyond the Standard Model



To achieve the kind of future that all of us want for particle physics, we have begun to change the way we communicate.

InterAction collaboration established December 2001 at DESY meeting

Brookhaven, Gran Sasso
DESY, Fermilab,
CERN, SLAC



Current members



- Brookhaven
- Berkeley Lab
- CERN
- Cornell
- DESY
- Dubna
- Frascati (INFN)
- Fermilab
- Gran Sasso (INFN)
- INFN
- IN2P3
- KEK
- Saclay
- SLAC
- Thomas Jefferson

All particle physics labs are invited to join.



Communication without borders

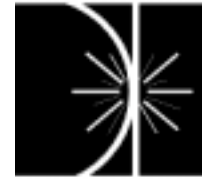
- Established a global collaboration for strategic particle physics communication
 - Common “Interactions Newswire”
 - World “image bank” on common particle physics website
 - Press release coordination and consultation
 - Communication on the agenda at physics conferences
- To date, progress on all fronts

Interactions, the news wire



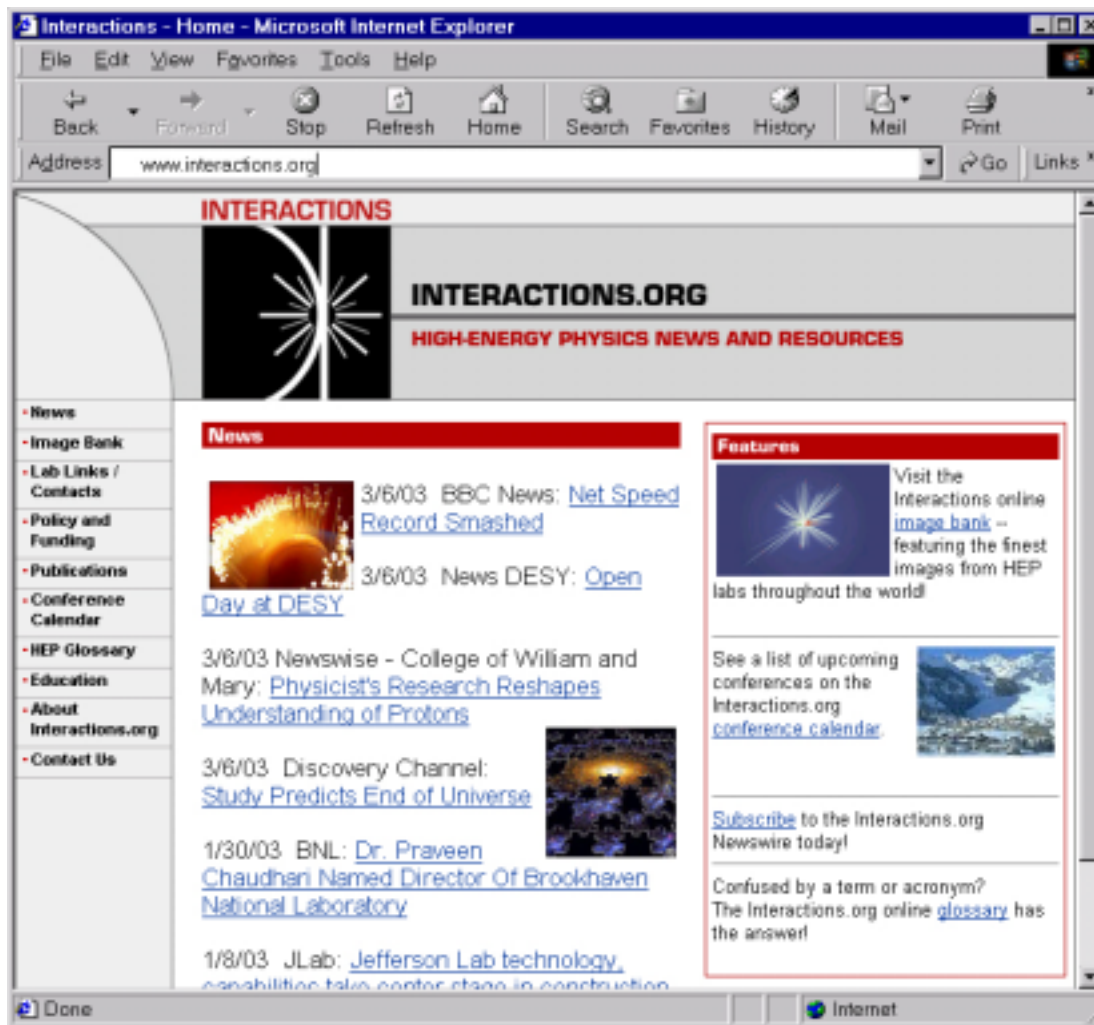
- www.interactions.org
- News from the world of particle physics
- Press releases and other news from the world's labs, experiments, funding agencies, advisory panels...
- Open to all particle physics labs

Interactions, the newswire



- Six months of operation
- 32 physics news bulletins
- 466 subscribers from 31 countries as of 3 March
 - ...including Air Canada, Boskovic Institute (Croatia), Crain's Chicago Business, Dallas Morning News, Jema (Spain), Knight Ridder, Kyodo News, National Public Radio, Nature, New Scientist, New York Times, Pravda, Science Magazine, Tass, The Associated Press, USA Today....
- We have a channel to get the word out.

Interactions, the website



“Family” rollout
mid-March at La
Thuile

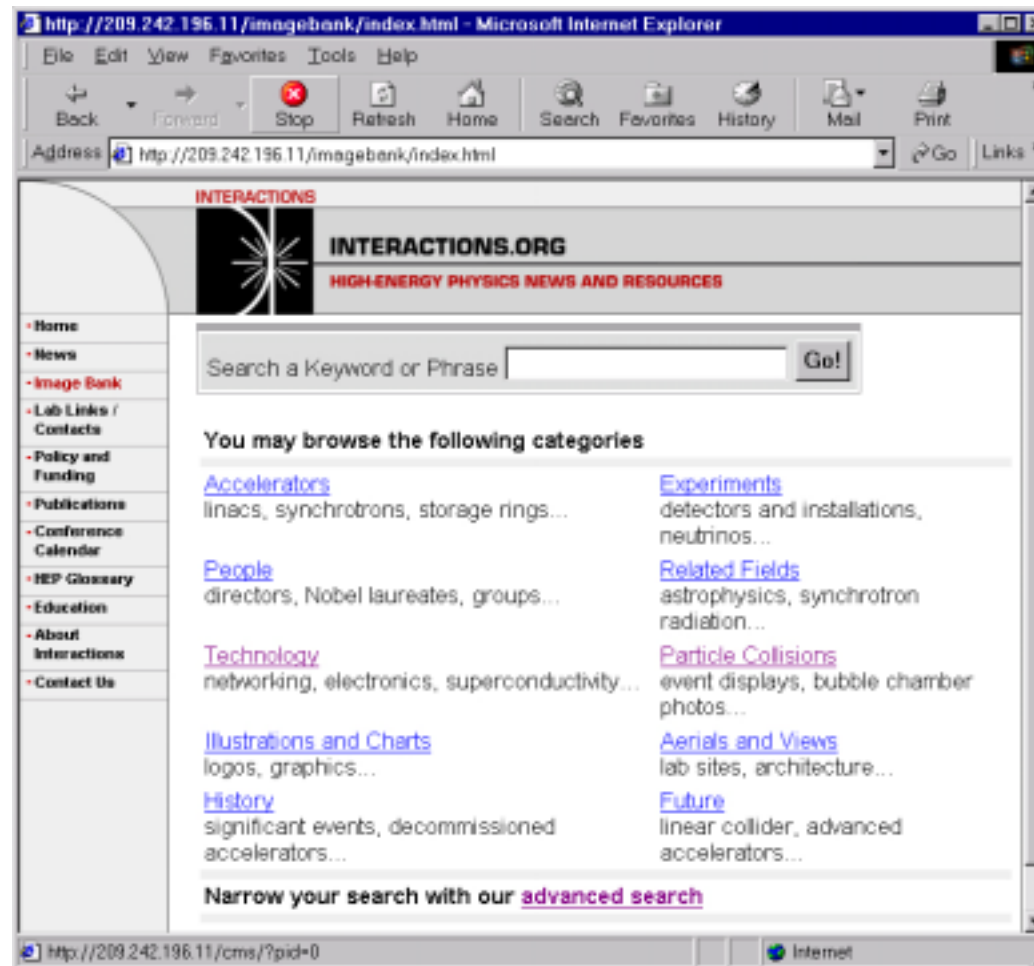
Public rollout
Summer 2003
at Lepton-
Photon
Conference

A website for all of us

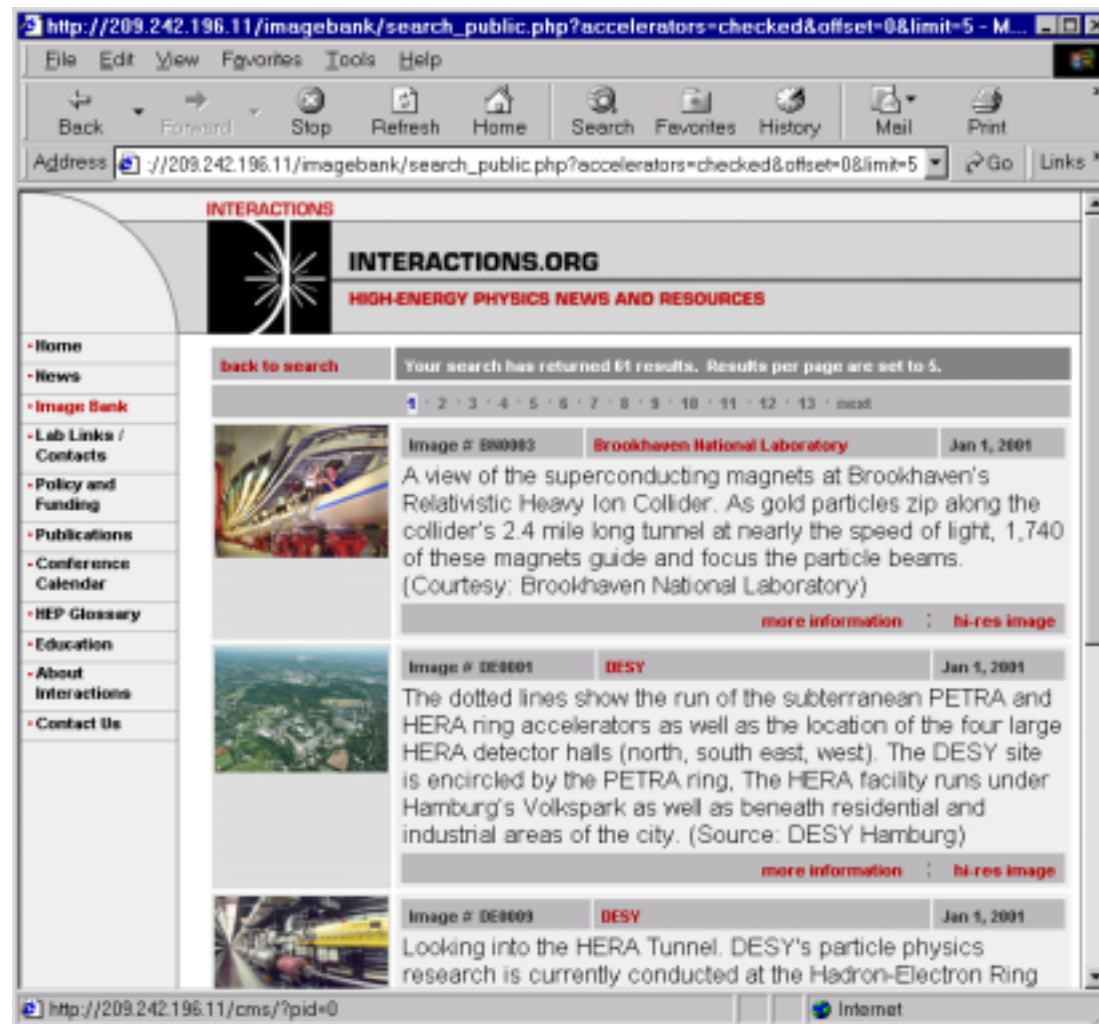


- A resource for all who communicate about or in support of particle physics
- Physics community, science writers, reporters, policy makers, advisory panels...
- World particle physics Image Bank: one-stop shopping for images from particle physics worldwide
- <http://209.242.196.11/imagebank/>

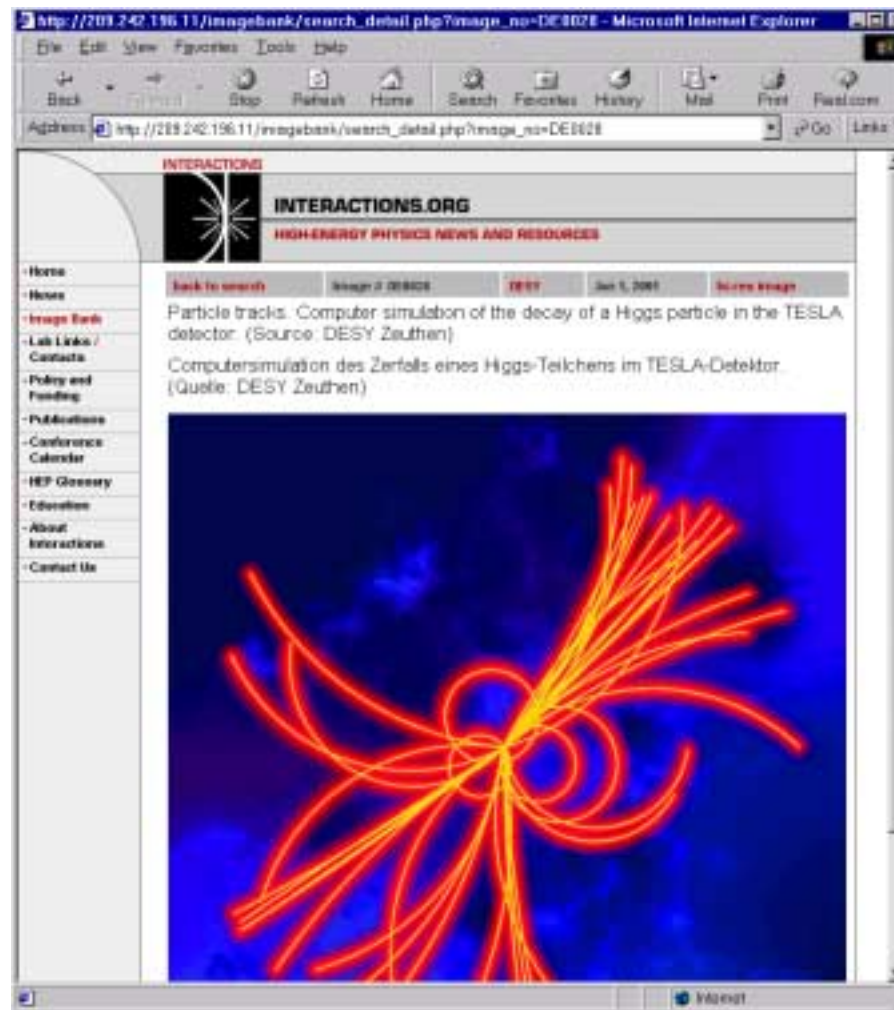
World Particle Physics Image Bank



World particle physics image bank

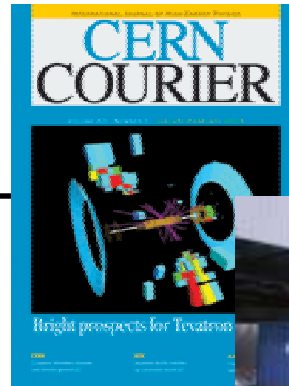


World particle physics image bank

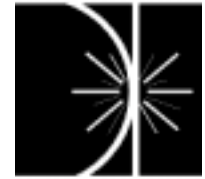


Collaboration

- CERN Courier
- CERN/BNL/Fermilab press release
- DESY release
- KEK meeting
- Jefferson Lab



ICFA letter of support



“At the recent ICFA meeting, the Committee appreciated your report on the need for better communication about particle physics, and ICFA endorses the efforts of the international collaboration of particle physics communicators, InterAction.”

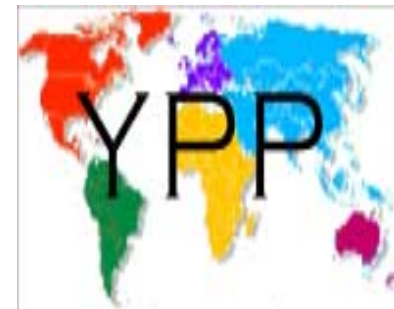
Links to others



EPPOG



LAB COMMUNICATION
COUNCIL



KET



At La Thuile



Conference organizers
invited InterAction
to hold parallel particle
physics communication
“rencontres” and
present results to
physics conference.

A first!

Les Rencontres de Physique
de la Vallée d'Aoste



Our plan



- Create a strategic worldwide particle physics communication plan for InterAction.





Strategic Communication Plan

- Goal
- Strategy
- Tactics: the specific actions we will take as a collaboration when we leave La Thuile

InterAction: Goal



To increase support around
the world for fundamental
particle physics research.

InterAction: Strategy



- Strengthen collaboration among laboratory communicators in order to
 - Share resources
 - Speak with one voice*
 - Develop a common science message

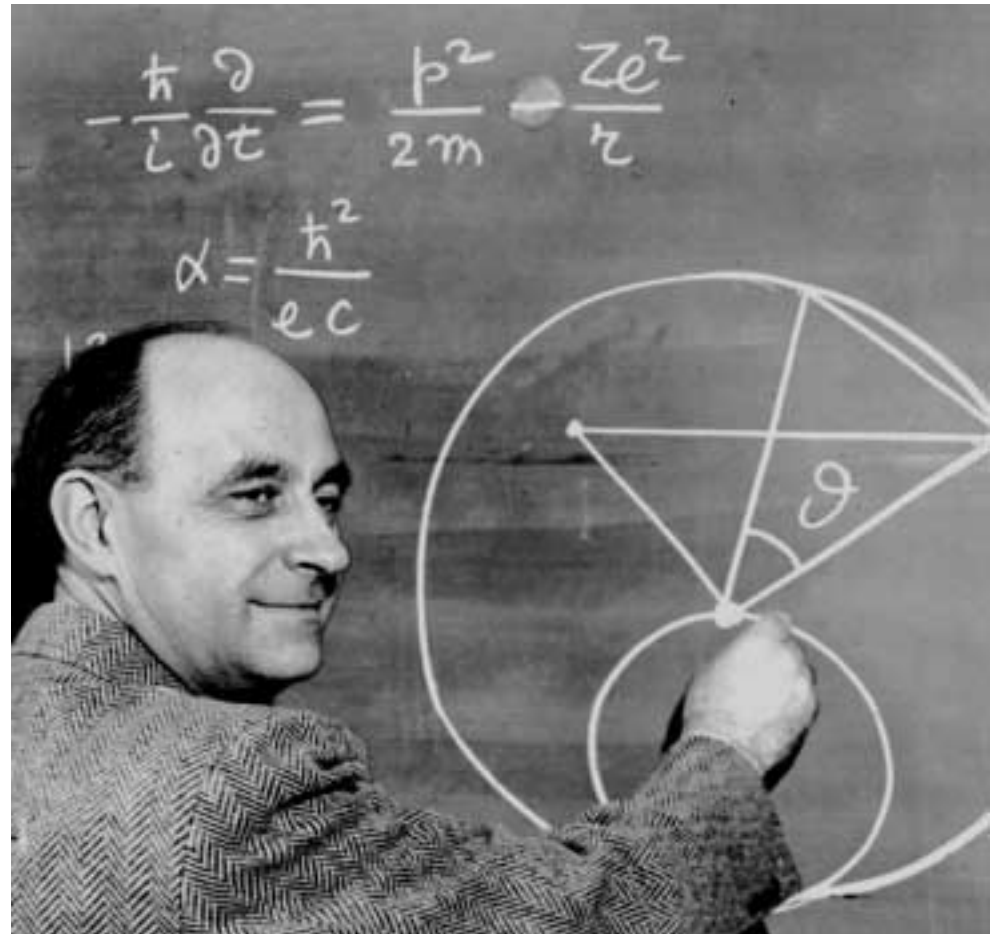
*recognizing need for scientific competition and different points of view

Enrico Fermi



“Scientific thinking
and invention
flourish best where
people are allowed
to communicate as
much as possible
unhampered.”

December 1952

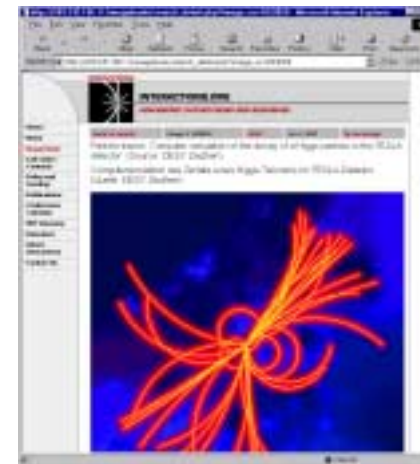


InterAction: Tactics



Open the Interactions website and image bank for business August 2003.

- More work required
- Costs, responsibilities shared among labs

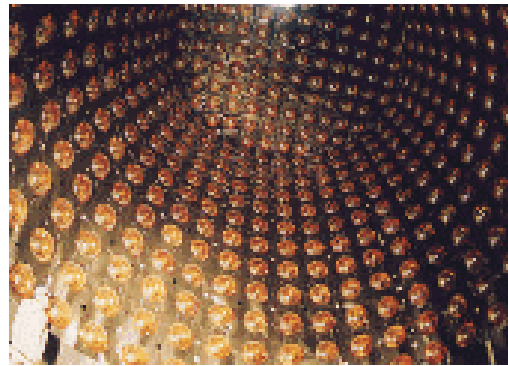


InterAction: Tactics



Develop common materials, messages for long-baseline neutrino experiments of the world.

(Gran Sasso, Fermilab, KEK)



InterAction: Tactics



- Use Lepton-Photon Conference 2003 as international particle physics communication opportunity.
 - International media strategy
 - Joint press releases
 - International press room



InterAction: Tactics



- Develop worldwide particle physics communication plan for World Year of Physics, 2005
 - Exhibit?
 - Events?
 - More?

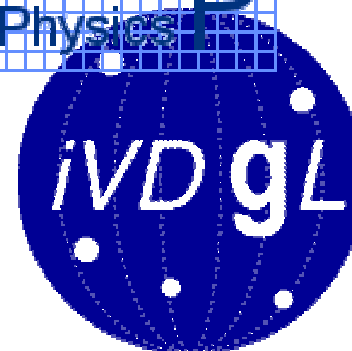
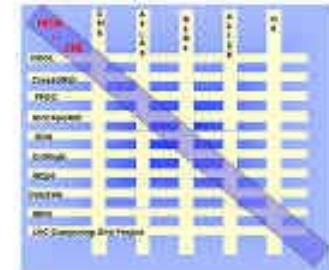
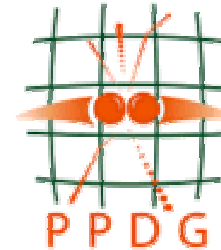


InterAction Tactics: Data Grid



- Understand who, what, when and how it all fits together.
- Develop common messages, materials and communication strategies.

DataTAG



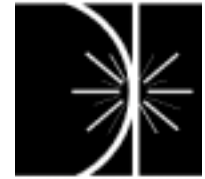
InterAction: Tactics



- Make collaboration a way of life for particle physics communication—as it is already for particle physics experiments.
 - Press releases
 - Articles
 - Press relations
 - Policy papers
 - Issues



Communication without borders



“Not only
to help international
particle physics
stay alive, but also,
in our field of activity,
to set visible footprints
for peaceful collaboration
across all borders.”

InterAction Collaboration
Mission

